

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A container comprising:
 - a main panel having a plurality of substantially straight edges about its periphery, each edge extending angularly from each of two adjoining edges;
 - a plurality of side walls depending from at least half of the edges of said main panel, said edges having side walls hereinafter referred to as remaining edges, said side walls enclosing a space;
 - one or more of said side walls having an outer wall panel and an inner wall panel, said outer wall panel extending from a proximal fold or score line along a remaining edge and said inner wall panel extending from a distal fold or score line remote from the proximal fold or score line and along an opposed edge of said outer wall panel, the combination of panels forming a roll-over wall;
 - one or more of said roll-over walls further include a plurality of removable portions operatively removable from the outer wall panel;
 - wherein removal of the removable portions from the outer wall panel leaves the remainder of the outer wall panel and the entire inner wall panel to provide structural integrity of the container even after the removable portions have been removed, the outer wall panel of at least one removable portion is provided with markings indicating an advertising promotion, offer, coupon or token for a reward preferably subject to predetermined conditions being met; and

wherein at least one bottom tab is provided at a lower surface or edge of the container and provides supports to elevate the assembled container off a surface thereby allowing for air to circulate thereunder, and at least one top tab is provided at an upper surface or edge of the container opposite the at least one bottom tab.

2-4 (Canceled)

5. (Previously Presented) A container according to claim 1, wherein the removable portion or portions comprise a perforation line or line of weakness to facilitate removal of the at least one removable portion from the remaining wall portion, the remaining outer wall portion together with the inner wall panel, which is left intact after removal of the at least one removable portion, retain such sufficient structural integrity that the container remains stackable and is able to retain at least one of the heat or freshness of its contents enclosed therein.

6. (Previously Presented) A container according to claim 1, wherein at least one of the at least one removable portion or the remaining wall portion includes a slit or slot providing for at least one tab to facilitate easy removal of the removable portion from the outer wall panel.

7-9 (Canceled)

10. (Previously Presented) A container according to claim 1, wherein the sidewalls are at equal angles to each adjoining sidewall and the side walls have substantially parallel edges such that the main panels are close to a substantially parallel spaced apart disposition, there being three side walls which together with

the joining panel constitute a four-sided carton forming a square or rectangular prism and the side walls and joining panel have dimensions selected for the packaging of pizza style pies, and further comprises at least one of: ventilation holes, corner reinforcing tabs, or simple single-paneled side walls on the main panel not having the roll-over walls.

11. (Previously Presented) A container according to claim 1, wherein the at least one removable portion is provided with magnetic material to permit the removable portion to be temporarily attached to a metallic surface.

12. (Canceled)

13. (Currently Amended) A blank for a carton comprising:
two main panels, each main panel being substantially the same shape and having a plurality of substantially straight edges or fold or score lines about its periphery, each edge, fold or score line extending angularly to each of two adjoining edges or fold or score lines, and said main panels being joined to one another by a joining panel having substantially parallel edges each of which constitutes a hinge line in common with one of the fold or score lines of each main panel;

a plurality of side panel assemblies extending from the remaining fold or score lines about said main panels such that at least half of the periphery of both main panels is constituted by a fold or score line from which said side panels extend;

wherein at least one of said side panel assemblies includes an outer wall panel and an inner wall panel, said outer wall panel extending from a proximal fold or score line in common with the fold or score line at the periphery of the adjoining

main panel and said inner wall panel extending from a distal fold or score line remote from the proximal fold or score line; and

wherein at least one of said side panel assemblies further includes at least one line of weakness circumscribing at least one removable portion from a remaining panel portion, the remaining panel portion being sufficient to provide structural integrity of the container when assembled from the blank, substantially unaffected after the removal of any one or more of said at least one removable portion, an outer wall panel of the at least one removable portion is provided with markings indicating an advertising promotion, offer, coupon or token for a reward preferably subject to predetermined conditions being met; and

wherein at least one bottom tab is provided at a lower surface or edge of the container and provides supports to elevate the assembled container off a surface thereby allowing for air to circulate thereunder, and at least one top tab is provided at an upper surface or edge of the container opposite the at least one bottom tab.

14-22. (Canceled)

23. (Currently Amended) A container comprising:

two main panels, each substantially the same shape and having a plurality of substantially straight edges about its periphery, each edge extending angularly from each of two adjoining edges, and said main panels being joined to one another by a joining panel having substantially parallel edges each of which constitutes a hinge line along one of the edges of each said main panel;

a plurality of side walls depending from at least half of the edges of said main panels other than those having a common edge with the hinge line, said edges having side walls hereinafter referred to as remaining edges, said side walls and

said joining panel enclosing a space between said main panels when said main panels are pivoted towards one another to define the enclosed space;

wherein at least one of said side walls includes an outer wall panel and an inner wall panel, said outer wall panel extending from a proximal fold or score line along a remaining edge and said inner wall panel extending from a distal fold or score line remote from the proximal fold or score line and along an opposed edge of said outer wall panel, the combination of panels forming a roll-over wall; and

wherein one or more of said roll-over walls further include at least one removable portion operatively removable from to leave a remaining wall portion such that the remainder of the outer wall panel and the entire inner wall panel to provide structural integrity of the container even after the removable portions have been removed, the outer wall panel of at least one removable portion is provided with markings indicating an advertising promotion, offer, coupon or token for a reward preferably subject to predetermined conditions being met; and

wherein at least one bottom tab is provided at a lower surface or edge of the container and provides supports to elevate the assembled container off a surface thereby allowing for air to circulate thereunder, and at least one top tab is provided at an upper surface or edge of the container opposite the at least one bottom tab.

24. (Previously Presented) A container according to claim 23, wherein one of the main panels constitutes a base panel and the other a cover panel and all of the remaining sidewalls of one of the main panels is provided with sidewalls in which the at least one removable portion comprises a portion of the outer wall panel and wherein removal of the at least one removable portion from the remainder of the outer wall panel leaves the remainder of the outer wall panel and the entire

inner wall panel to provide structural integrity of the container once the one or more of the at least one removable portion has been removed.

25. (Canceled)

26. (Previously Presented) A container according to claim 23, wherein the at least one removable portion is arranged with a perforation line or line of weakness to facilitate removal from the remaining wall portion and inner wall panel and the remaining outer wall portion together with the inner wall panel, which is left intact after removal of the removable portion, retain sufficient structural integrity that the container remains stackable and is able to retain at least one of the heat or freshness of its contents enclosed therein.

27. (Previously Presented) A container according to claim 23, wherein at least one of the at least one removable portion or the remaining wall portion include a slit or slot providing for a tab to facilitate removal of the at least one removable portion from the outer wall panel.

28–30 (Canceled)

31. (Previously Presented) A container according to claim 23, in which the sidewalls are at equal angles to each adjoining sidewall and the side walls have substantially parallel edges such that the main panels are spaced apart substantially parallel, there being three side walls which together with the joining panel constitute a four-sided carton forming a square or rectangular prism and the side walls and joining panel have dimensions selected for the packaging of pizza

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style pies, and further comprises at least one of: ventilation holes, corner reinforcing tabs, or simple single-paneled side walls on the main panel not having the roll-over walls.

32. (Previously Presented) A container according to claim 23, the at least one removable portion is provided with magnetic material to permit the removable portion to be temporarily attached to a metallic surface.